

ITSOKTU

FOR YAZU SUSHI

A CULINARY THEATRE



Yazu Sushi Mayfair - Restaurant

YAZU SUSHI

BAR & RESTAURANT

JANUARY 2024

CONCEPT



A CULINARY THEATRE

In light of the client's distinguished roles as both a chef and entrepreneur, our design concept pays homage to the world of Japanese culinary traditions. Our concept named "The Culinary Theatre," is the metaphorical representation of the experiential dimension of a chef's table. The Culinary Theatre concept is manifested through meticulous spatial planning, innovative material selections, and a sophisticated interplay of lighting.

YAZU SUSHI

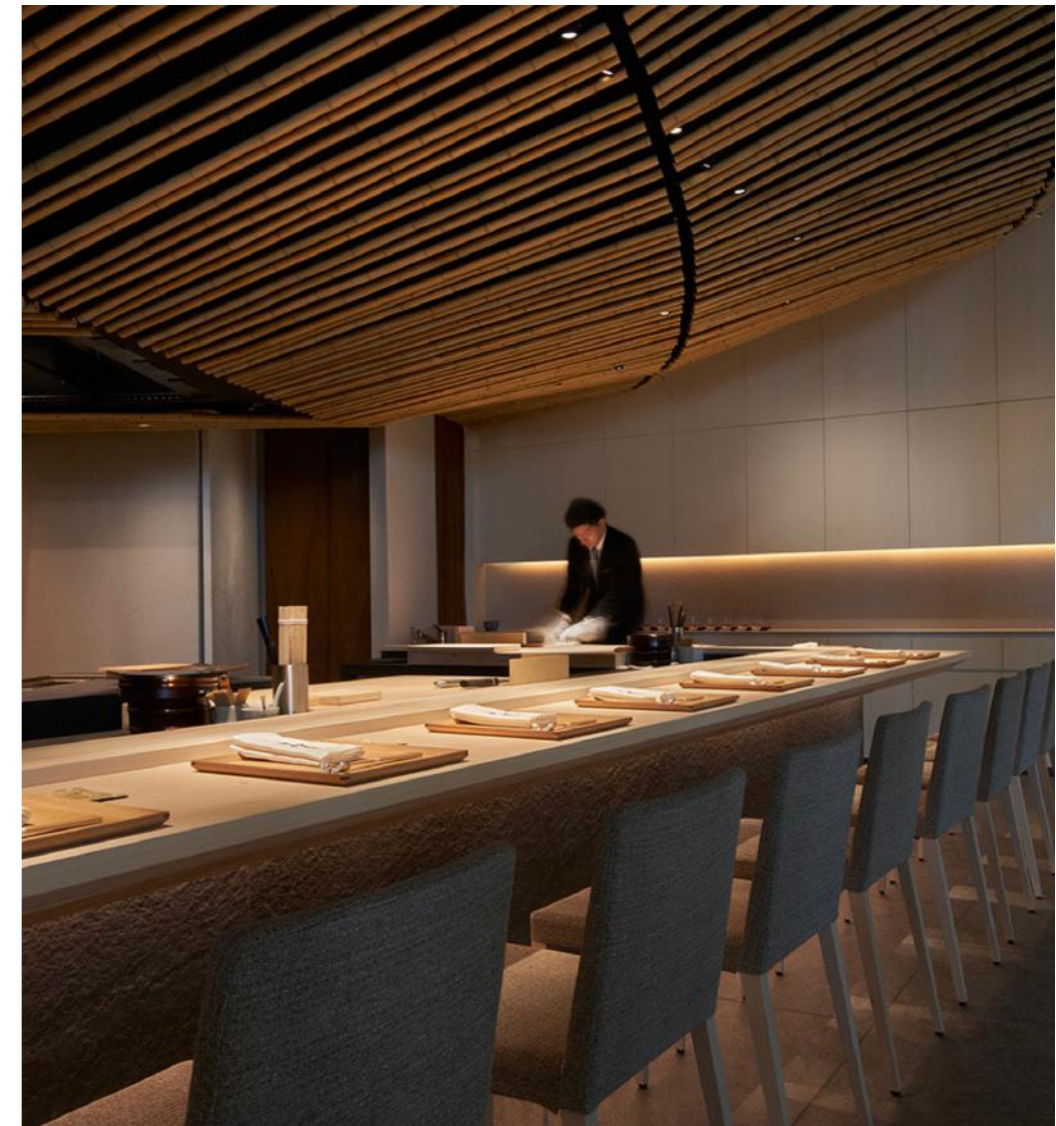
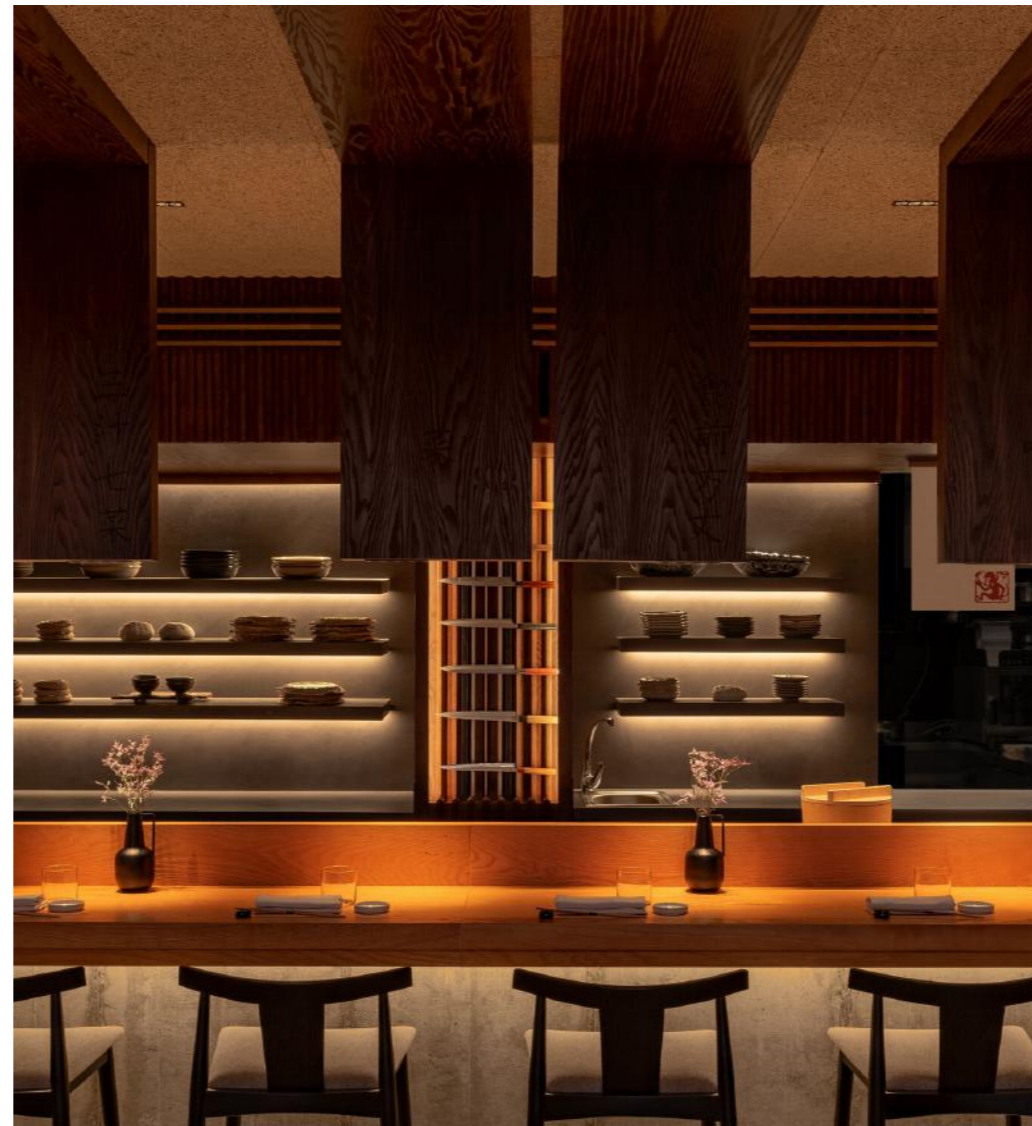
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“The Culinary Theatre” is a fusion of culinary artistry and design innovation, aligning seamlessly into the upscale atmosphere of its neighborhood.

LOOK & FEEL



The design ethos goes beyond traditional concepts, embracing a contemporary and stylish approach that resonates with the clientele of Mayfair. Every detail, from the carefully chosen materials to the nuanced lighting, works harmoniously to create an ambiance that is both chic and culturally resonant.

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MATERIALITY



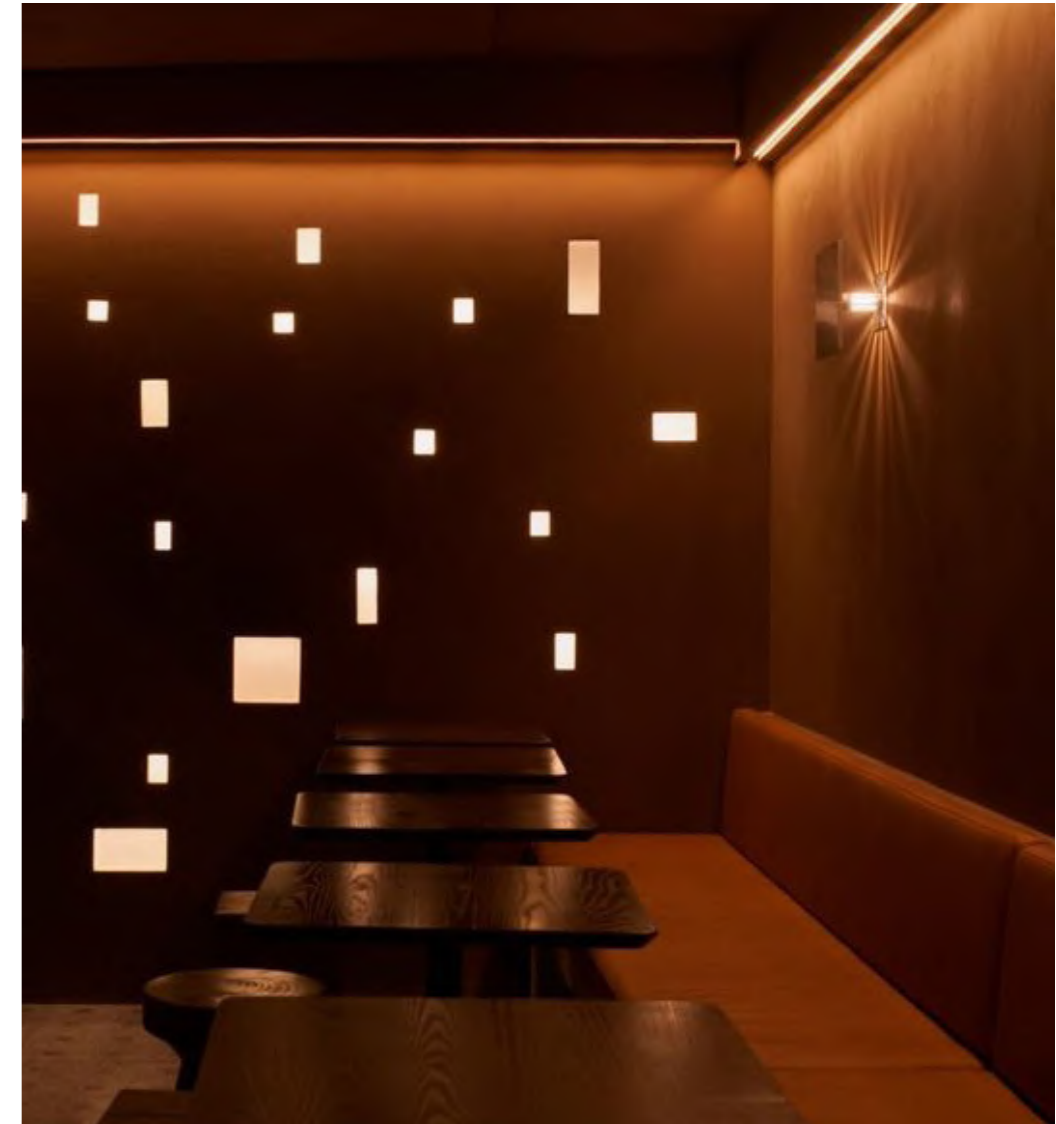
Inviting textures and materials, thoughtfully chosen for their tactile appeal, seamlessly blend with natural elements to contribute to an atmosphere that is not only visually attractive but also warmly welcoming. The incorporation of natural elements, such as wood and subtle foliage, adds an organic touch, fostering a connection to nature within the contemporary and stylish design.

SHAPES & FORMS



In our design approach, organic shapes and curved design elements reflect the influence of nature in Japanese art and architecture, where harmony and balance are paramount. Inspired by the organic flow found in traditional Japanese gardens and the gentle curves of natural landscapes, our design seeks to evoke a sense of tranquility and balance. These soft, curved features not only create a visually pleasing environment but also pay homage to the interconnectedness of nature and the Japanese concept of “wa,” emphasizing harmony and unity.

LIGHTING



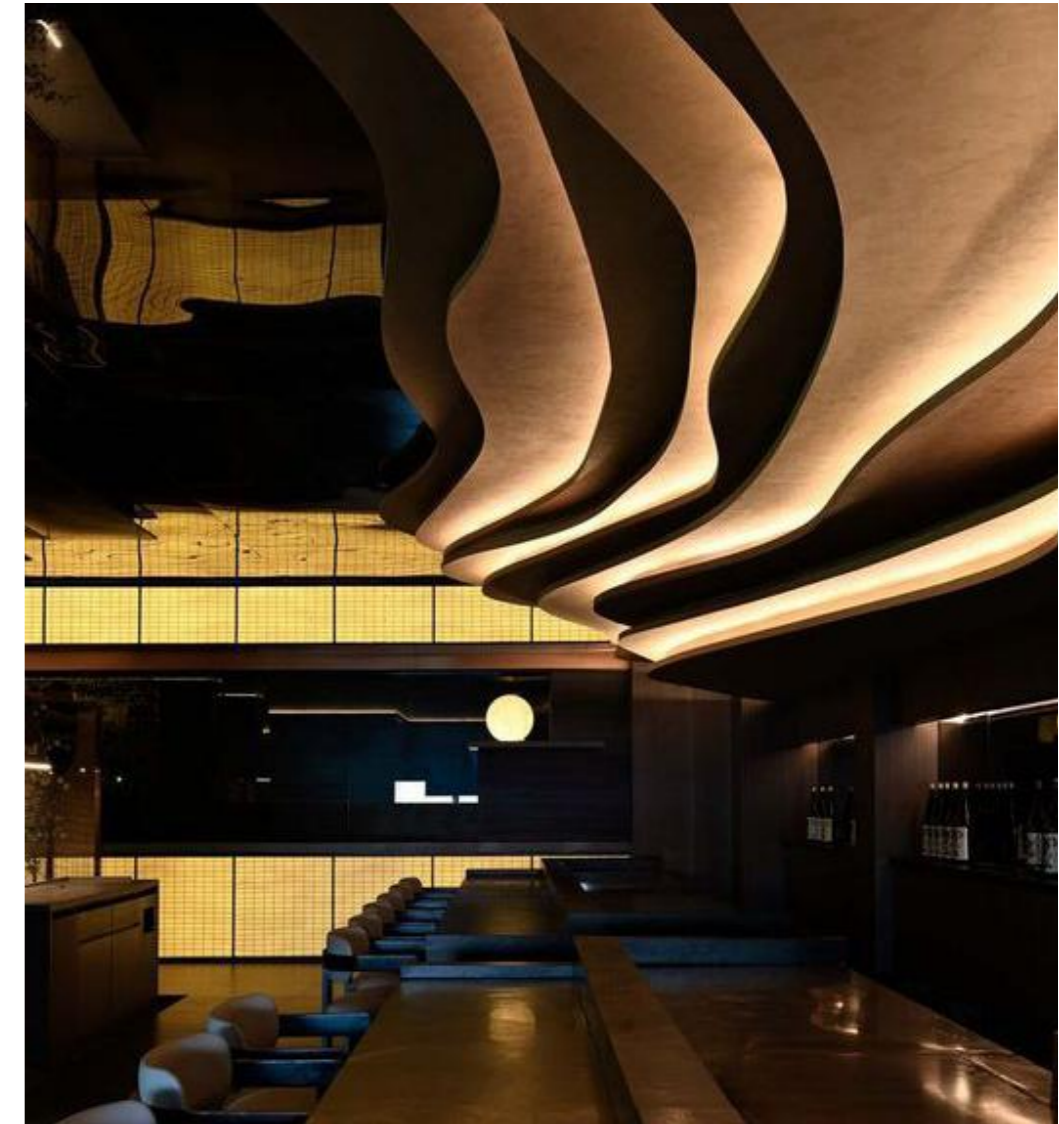
Think of lighting as the magician behind the scenes, orchestrating a mood that smoothly changes from a laid-back lunch to a fancy dinner spot as the day rolls on. When it's time for a chill lunch, we dial in soft, friendly lighting that says, "take it easy, enjoy your meal." But come evening, that same lighting switches gears, transforming the place into an elevated and elegant spot. Lighting accentuates the natural materials we've picked, enhancing their textures and making them look even more inviting. We're not just setting the scene; we're inviting everyone to be a part of it, creating an atmosphere where you feel right at home, whether you're grabbing a quick lunch or settling in for a sophisticated evening.

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REFLECTING SPACES

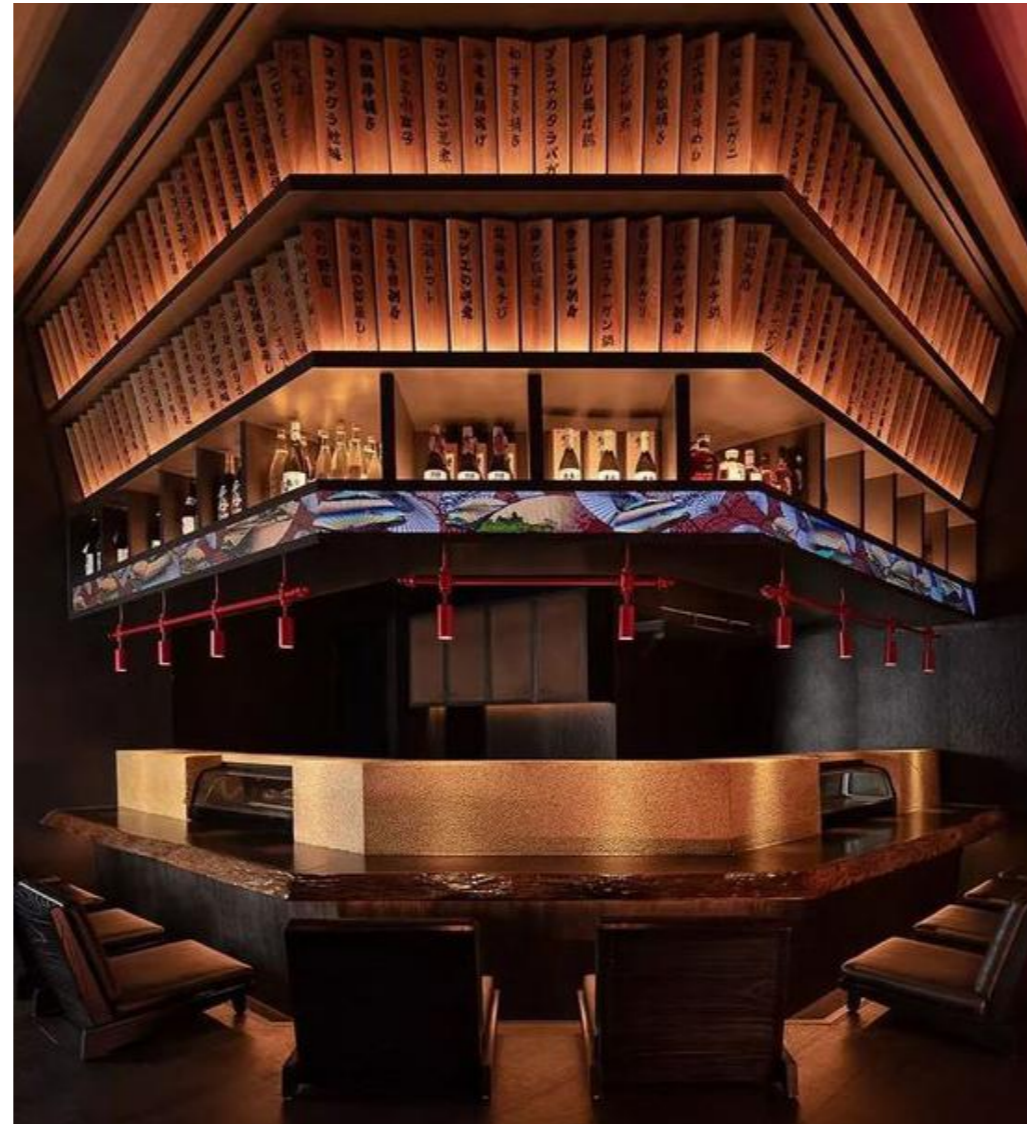


Placed strategically, mirrors not only serve a practical purpose by creating the illusion of more space, but they also introduce an element of surrealism through their tinted or quirky finishes. These reflective surfaces play with light and shadow, adding depth and intrigue to the surroundings. The surrealist reflections generated by the mirrors lend a touch of whimsy and playfulness to the ambiance, turning the ordinary into the extraordinary. This intentional play with perception not only amplifies the spatial dimensions but also fosters an environment that sparks curiosity and creativity, making the most of every inch in an artful and imaginative manner.

Yazu Sushi Belgravia - Gastro Pub

THE SAKE QUARTERS

CONCEPT



THE SAKE QUARTERS

“Sake Quarters” – a vibrant and funky gastropub that seamlessly marries the spirit of Japan with an industrial edge. Picture an eclectic space where the rich notes of sake harmonize with the raw, urban aesthetic of industrial design. The atmosphere is lively and spirited, with exposed brick walls and metal accents setting the stage for an industrial-chic vibe. Diners can expect a playful fusion of traditional Japanese elements and modern flair, creating a unique visual tapestry. The decor features reclaimed wood, distressed finishes, and pops of vibrant colors to infuse a funky, energetic feel.

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LOOK & FEEL



The design ethos of the “Sake Quarters” embraces the laid-back essence of a gastropub, inviting users to enjoy a diverse menu of Japanese-inspired bites paired with an extensive selection of sake. The industrial touch in the design not only adds an urban grit but also serves as a backdrop for the spirited conversations and shared moments that unfold in this dynamic space.

MATERIALITY



In crafting the materiality for “Sake Quarters,” we pay meticulous attention to the seamless blend of sustainable elements with an industrial aesthetic, creating an environment that is both environmentally conscious and visually dynamic.

01 Space Analysis

- Site survey
- 2D plans and sections of existing site
- Initial concept and lighting studies
- Space configuration & circulation flow
- Budget planning
- Interactive meetings to discuss aesthetic, ergo-nomic & functional requirements.

02 Concept

- General configuration proposal, 2D General arrangement plans
- Establish general ambience & style, research & moodboards presentations
- Preview of 3D model proposal
- Establish final chromatic composition & materials
- Interactive meetings to finalise solutions - client feedback / final 3D renderings

03 Technical Package

- General arrangement layout plans, interior elevations & sections
- RCP (Reflected ceiling plan) & sections
- Electrical plans with lighting fixtures, outlets & switches
- Floor and walls finishes layouts
- Technical and manufacturing details of general and bespoke feature elements

04 Acquisitions

- List with materials, suppliers, furniture, fixtures & equipment, decorations (BOQ)
- Accessing the market
- Manufacturers and suppliers support
- Procurement assistance

STAGES 1-4